

1. A method for transferring one or more media files from a content server to a media playback device, comprising:

receiving a request of one or more media files to be transferred to a particular media playback device, the one or more media files having associated expiration rules;

obtaining information about the particular media playback device;

determining, based on the information about the particular media playback device, whether the particular media playback device has the capability to enforce the expiration rules associated with the one or more media files;

if the media playback device has the capability to enforce the expiration rules, formatting the requested one or more media files such that they can only be rendered by the particular playback device and transferring the formatted files and the expiration rules to the particular media playback device.

2. The method of claim 1, wherein the media files further have associated content rights and further comprising:

determining, based on the information about the particular media playback device, whether the particular media playback device satisfies the content rights associated with the one or more media files; and

if the particular media playback device does not satisfy the content rights, denying transfer of the one or more media files to the particular playback device.

3. The method of claim 1, wherein the media files further have associated content rights and further comprising:

obtaining information about a user account associated with the particular media playback device, the user account having associated usage rights;

determining, based on the information about the user account, whether the usage rights satisfy the content rights associated with the one or more media files; and

if the usage rights do not satisfy the content rights, denying transfer of the one or more media files to the particular playback device.

4. The method of claim 1, wherein the information about the particular media playback device includes a unique device identifier and device capabilities for playing media files

5. The method of claim 1, further comprising:

5 generating a current time stamp; and
 transferring the current time stamp to a secure location on the media playback device.

6. The method of claim 1, wherein the expiration rules include a maximum number of playbacks for the one or more media files.

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7. The method of claim 1, wherein the expiration rules include a relative expiration time for the one or more media files.

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8. The method of claim 1, wherein the expiration rules include an absolute expiration time for the one or more media files.

9. A method for updating expiration rules for media files to be played on a media playback device, comprising:

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 receiving a request for updating expiration rules for one or more media files;

 obtaining information about a particular media playback device;

 obtaining current expiration rules for the one or more media files for which an update has been requested;

 comparing the current expiration rules with expiration rules stored on the content server for the one or more media files to determine if the current expiration rules can be updated;

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 if the current expiration rules can be updated, transferring new expiration rules from a content server to the particular media playback device;

 if the current expiration rules cannot be updated, requesting a user of the particular media playback device to perform an action before the current expiration rules can be updated; and

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 if the user performs the requested action, transferring new expiration rules from the

content server to the particular media playback device.

10. The method of claim 9, wherein the information about the particular media playback device includes a unique device identifier and device capabilities for playing media files.

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11. The method of claim 9, wherein transferring new expiration rules from the content server comprises:

transferring the new expiration to a communication module that is operable to communicate with the playback device; and

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transferring the new expiration rules from the communication module to the playback device.

12. The method of claim 9, wherein the current expiration rules include a maximum number of playbacks for the one or more media files.

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13. The method of claim 9, wherein the current expiration rules include a relative expiration time for the one or more media files.

14. The method of claim 9, wherein the current expiration rules include an absolute expiration time for the one or more media files.

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15. The method of claim 9, wherein updating the current expiration rules comprises:
generating a current time stamp; and
transferring the current time stamp to a secure location on the media playback device.

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16. A method for playing a media file on a playback device, comprising:

receiving a user request to play the media file, the media file having one or more associated expiration rules;

reading the one or more expiration rules associated with the requested media file;

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determining, based on the one or more expiration rules, if the media file has expired;

if the media file has expired, refusing to play the media file until one or more new